

## MBA 443: ACQUIRING MAINTAINING AND RETAINING CUSTOMER

Teaching Scheme	Examination Scheme
Lectures: 4 hrs./Week Tutorials: 1 hrs./Week  Credits: 4	Class Test -12Marks Teachers Assessment - 6Marks Attendance – 12 Marks End Semester Exam – 70 marks

**Hours: 40**

**UNIT I (10 Hrs):** New Dimensions of Relationship Management in Business, Transactional Marketing to Relationship Marketing, Understanding Customer, CRM as a Strategic Marketing tool, Customer Life Cycle management, Methods and Tools for Customer Acquisition, ACTMAN model

**UNIT II (10 Hrs):** Sustaining relationship with Customer, CRM Structures, CRM Cycle, Stakeholders in CRM, CRM Comprehension and Implementation Model, e CRM, Managing Customer Satisfaction, Customer Satisfaction Models and Practices, Rationale of Customer Satisfaction, Measuring Customer Satisfaction, KANO Model Loyalty Ladder, Loyalty and its relationship with customer satisfaction, RaiSrivastava model of customer loyalty formation

**UNIT III (10 Hrs):** Managing Customer Retention, Customer retention and Brand Loyalty, customer recall strategies, customer experience management, Implication of Employee Customer Affinity, Customer Engagement, Employee-Organisation Relationship, Employee-Customer Linkage, Factors effecting employee's customer oriented behaviour, Essentials of building employee relationship

**UNIT IV (10 Hrs):** Dynamics of Information Technology in developing and sustaining relationship with Customers, e CRM, Rural CRM, customer relationship management practices in retail industry, Customer Service Initiatives

**Suggested Readings:**

1. Customer Relationship Management: Concepts and Cases Alok Kumar Rai : (Second Edition)- PHI Learning
2. Customer Relationship Management Simon Knox, Adrian Payne, Stan Maklan: - Routledge Inc.
3. Customer Relationship Management Bhasin- (Wiley Dreamtech)
4. Customer relationship management handbook Dyche- prentice hall
5. Customer relationship management Peelan- prentice hall

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